

## DIGITAL MARKETING

Dilip Jain\*

\*Joint Registrar, Himalayan University, Arunachal Pradesh, India.

DOI: <http://doi.org/10.47211/tba.2020.v05i01.004>

### ABSTRACT

Digital marketing is ideally done today by making use of the vast and complex world of cross channels to make an impact through the process of 'engagement marketing' carried through by constructing meaningful interactions with existing and potential customers on the basis of data about them collected over a period of time. Creating meaningful interactions with customers in a digital environment is an effective way of building brand awareness and placing one's business at the forefront when the customer is ready to buy. Engagement marketing is more productive than simply flashing advertisements in front of customers. Digital marketing is completely a new way to approach the targeted audience. Businesses can use a multitude of smart tools to collect a sea of data resources for an in-depth analysis about their target audience.

**Key Words:** marketing, digital marketing, online, digital.

### ABOUT AUTHOR:



Author Mr. Dilip Jain is Joint Registrar in Himalayan University, Itanagar, Arunachal Pradesh, India. He has published papers in various national and international journals.

## INTRODUCTION

**Digital marketing** is online marketing campaigns using the internet and other forms of digital communication to connect with potential customers for promotion of brands of goods and services. The campaign reaches the consumers on their computers, phones, tablets, or other electronic devices. Various channels used for the purpose are online video posts, web-based advertising, text and multimedia messages, display ads, search engine marketing, paid social ads, mobile apps and social media posts. Consumers too, largely rely on digital means to research products. Digital marketing is ideally done today by making use of the vast and complex world of cross channels to make an impact through the process of 'engagement marketing' carried through by constructing meaningful interactions with existing and potential customers on the basis of data about them collected over a period of time. Creating meaningful interactions with customers in a digital environment is an effective way of building brand awareness and placing one's business at the forefront when the customer is ready to buy. Engagement marketing is more productive than simply flashing advertisements in front of customers.

Businesses primarily use 8 types of Digital Marketing:

1. Content Marketing.
2. Website Design.
3. Search Engine Optimization (SEO)
4. Social Media Marketing.
5. Email Marketing.
6. Mobile Marketing.
7. Pay Per Click (PPC).
8. Marketing Automation

**Content Marketing** is creating and sharing innovative visual/ audio-visual content to attract, engage and convert visitors visiting different digital marketing platforms like blog posts, website pages, eBooks, infographics, podcasts, social media posts and webinars as parts of different aspects of a digital marketing campaign aimed at inspiring, educating, persuading, or sometimes entertaining the target audience. Content marketing campaigns are affordable, costing significantly less than other traditional outbound marketing strategies but generating more leads. Strength of content marketing is based on power of blogging that covers contents which the target audience is most interested in.

**Website Designing** is important since a company's website is the prime channel in today's digital marketplace. The company's website creates the first perception about its brands in the consumer's mind. The website will inform the consumers about products or services the company offers and at what value. Company's website design greatly influences the consumers' trust or rejection about the company's offerings. An attractive and optimised website of a company will yield the most in devising its digital marketing strategy. A visitor will curtail visit to a website or be inclined to leave it within a few seconds if the site is slow to load, hard to navigate and appears unattractive, or confusing.

**Search Engine Optimization (SEO)** is the other most important segment of digital marketing that focusses on boosting organic traffic which is free traffic from unpaid sources. Online visitors, who arrive at a website from a search engine not having paid for it, constitute organic traffic. The process of optimising online marketing content is aimed at attracting more organic traffic by increasing a website's rank in online search results from search engines like Google, Bing and Yahoo. The process is typically dependent on emphasising popular keywords or phrases that closely match what the visitor might type in the search engine bar. Since 90% of people searching for a product have not formed an opinion about a brand yet, SEO can be a game changer by directing visitors to a specific site when their behaviour shows that they are searching for atypical products.

**Social Media Marketing** being cost effective has emerged as an immensely popular type of digital marketing for small businesses. By the end of 2021 the number of active social media users in the world reached 4.55 billion, an increase of 9.9% numbering more than 400 million over previous 12 months. This means small businesses not having a social media presence may be missing out on an

opportunity to engage with a large audience. More than just having a social media account it is important to strategically focus on one's target audience for creating and posting content across social channels and harness peer to peer sharing opportunities to the maximum extent possible. More the content inspires the audience more likely they are to share it to inspire their peers to become customers as well.

**Email Marketing** involves sending targeted messages by email which is the quickest way to deliver critical information to one's contacts. Email campaigns when coordinated across channels become productive if the messages delivered are appealing, relevant, informative, trustworthy, strategic, conversational and entertaining.

**Mobile marketing means marketing primarily on smart mobile devices which when not in our pockets are placed near our bed and** are checked constantly throughout the day. This proximity makes marketing on mobile incredibly important. Every consumer can recall a specific brand they have seen advertised on mobile in the last week. Digital channels of advertisement such as SMS, MMS, and in-app marketing that include advertisements on Facebook, Instagram, Twitter and YouTube are all options to reach customers on their hand held devices.

**Pay per Click (PPC)** is a system of driving traffic to your website by paying a publisher for each click that you get on your ad. One of the commonest types of PPC is Google Ads. Google PPC ads help drive immediate and quality traffic to your page. Here your bidding is on the keywords that search engine users are typing in to find products and services like yours. Paid advertisement on Facebook is another example of PPC.

**Marketing Automation is about the software that operates to** automate and **streamline** all basic marketing tasks, evaluates results and calculates return on investment (ROI) of entire digital marketing campaign helping revenue to grow faster. The system helps the marketing departments to automate many repetitive tasks that would otherwise have been manually accomplished.

Digital marketing is completely a new way to approach the targeted audience. Businesses can use a multitude of smart tools to collect a sea of data resources for an in-depth analysis about their target audience. The future of digital marketing is rosy since there is more market and increased consumer awareness.

## REFERENCES:

1. <https://blog.hubspot.com/marketing/what-is-digital-marketing>
2. <https://mailchimp.com/marketing-glossary/digital-marketing/#:~:text=Digital%20marketing%2C%20also%20called%20online,messages%20as%20a%20marketing%20channel>
3. <https://www.marketo.com/digital-marketing/>
4. <https://www.lyfemarketing.com/blog/types-of-digital-marketing/>